6/4/84
C 7715 - 3A

MARCH
1984

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MARCH		% '84 VS '83	% IND	
	1984	1983		1984	1983
A.M.C.	15823	19308	81.45	1.89	2.66
(Alliance)	8062	13591	58.95	.96	1.88
(Encore)	6123	-	-	.73	-
(Eagle)	1638	3224	50.62	.20	.44
CHRYSLER	23994	22417	105.31	2.87	3.09
(Laser)	4095	-	-	.49	-
(Le Baron)	7371	7296	100.03	.88	1.01
(E/MY/S AV/NPT)	12488	13341	91.98	1.50	1.83
DODGE	31667	31530	99.72	6.08	4.35
(Daytona)	3632	-	-	.43	-
(Colt/Vista)	2808	3362	83.02	.34	.46
(Conq/Challenger)	370	1428	25.70	.04	.20
(Omni)	9780	5844	142.12	3.46	.94
(Aries)	8911	11147	79.67	1.07	1.55
(Diplomat)	1562	2396	64.48	.19	.33
(Dodge 400/600)	4604	5829	78.52	.55	.80
PLYMOUTH	26839	30655	86.41	3.21	4.23
(Colt/Vista)	2475	2815	87.42	.30	.39
(Conq/Sapporo)	298	1107	26.92	.04	.15
(Horizon)	10510	6931	150.84	1.26	.95
(Reliant)	12340	17839	67.70	1.46	2.48
(Gran Fury)	1216	1963	60.98	.15	.27
CHRYSLER CORP.	82500	84602	96.38	9.88	11.67
FORD	102841	80792	125.91	12.31	11.14
(Escort)	31539	30874	101.65	3.78	4.24
(Fairmont)	-	7867	-	-	1.09
(Tempo)	19705	-	-	2.36	-
(LTD)	28326	24915	111.60	3.39	3.44
(Mustang)	10460	10209	101.42	1.25	1.41
(T'Bird)	12811	6927	182.60	1.53	.96
LINCOLN	11693	7792	146.61	1.40	1.07
(Mark VI & VII)	2937	2330	123.95	.35	.32
MERCURY	41517	29828	137.35	4.97	4.12
(Zephyr)	-	2625	-	-	.36
(Topaz)	6041	-	-	.72	-
(Cougar)	9075	3816	232.94	1.09	.53
(Capri)	1746	2061	83.94	.21	.28
(Lynx)	5522	6972	78.79	.66	.97
LINC/MERC. DIV.	53210	37620	139.27	6.37	5.19
FORD MOTOR CO.	156051	118412	130.15	18.68	16.33
BUICK	72699	66098	108.55	8.70	9.12
(Skyhawk)	9089	6008	149.88	1.09	.83
(Skylark)	7914	8947	87.84	.95	1.23
(Century)	15515	9834	156.38	1.86	1.36
(Regal)	16329	19915	80.95	1.94	2.75
(Riviera)	4490	3773	116.86	.54	.52
CADILLAC	23576	23377	99.49	2.82	3.22
(Cimarron)	1519	1682	89.77	.18	.23
(Eldorado)	5291	5271	99.09	.63	.73
(Seville)	2808	2421	114.91	.34	.33
CHEVROLET	140635	97911	142.17	16.84	13.52
(Chevette)	15267	14833	108.94	1.95	2.05
(Celebrity)	28658	9781	290.92	3.43	1.35
(Cavalier)	28835	15321	187.04	3.46	2.13
(Camaro)	16117	13264	119.42	1.93	1.83
(Citation)	14520	8178	177.06	1.74	1.13
(Corvette)	2528	968	255.68	.30	.13
(Monte Carlo)	12539	7789	158.58	1.50	1.07
OLDSMOBILE	93469	79992	115.12	11.19	11.03
(Omega)	3350	4329	76.99	.40	.60
(Firenza)	4722	3238	144.04	.57	.45
(Cutlass Ciera)	20550	12496	163.44	2.46	1.72
(Cutlass)	31450	28196	110.19	3.77	3.88
(Toronado)	3214	2954	104.33	.38	.41
PONTIAC	57689	38231	148.42	6.91	5.27
(1000)	2175	2531	84.59	.26	.35
(2000 Sunbird)	9811	6466	150.06	1.17	.89
(6000)	10273	5877	172.95	1.24	.81
(Phoenix)	989	2353	41.48	.12	.32
(Bonneville)	5783	6541	86.41	.69	.90
(Firebird)	8597	7367	114.69	1.03	1.02
(Fiero)	9334	-	-	1.12	-
GEN MTRS CORP.	388068	305609	125.34	46.46	42.16
Misc. Domestic	18	49	36.73	-	.01
Other Import	192851	196931	97.92	23.09	27.17
U.S. TOTAL	835311	724911	113.87		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% IND		YEAR END 1983
	1984	1983		1984	1983	
A.M.C.	46972	49403	94.55	1.99	2.62	190797
(Alliance)	23792	33281	71.06	1.01	1.77	126076
(Encore)	17321	-	-	.73	-	15757
(Eagle)	5859	8393	69.61	.25	.44	30570
CHRYSLER	68474	51552	130.85	2.90	2.73	254175
(Laser)	12005	-	-	.51	-	9518
(Le Baron)	20705	17209	118.65	.88	.91	79464
(E/MY/5 AV/NPT)	35623	30302	115.69	1.50	1.61	153508
DODGE	93059	77544	119.19	3.93	4.11	362192
(Daytona)	9969	-	-	.42	-	7412
(Colt/Vista)	10330	8449	121.69	.44	.45	40527
(Conq/Challenger)	1181	3513	33.30	.05	.19	14032
(Omni)	27253	16229	166.70	1.15	.86	94960
(Aries)	27772	28649	96.44	1.17	1.51	117988
(Diplomat)	3430	5474	61.78	.15	.29	20857
(Dodge 400/600)	13124	13941	93.62	.55	.74	61981
PLYMOUTH	77520	69411	110.52	3.28	3.67	306194
(Colt/Vista)	9193	7353	124.43	.39	.39	35647
(Conq/Sapporo)	1027	2949	34.69	.04	.16	11863
(Horizon)	29193	16284	177.34	1.23	.86	91866
(Reliant)	35286	38406	90.84	1.50	2.03	154679
(Gran Fury)	2821	4419	62.86	.12	.23	12139
CHRYSLER CORP.	239053	198507	119.19	10.11	10.51	922561
FORD	300896	214917	138.45	12.72	11.38	1034732
(Escort)	87694	80514	108.35	3.71	4.27	343893
(Fairmont)	-	28957	-	-	1.53	46869
(Tempo)	61834	2	306 -	2.61	-	124060
(LTD)	81030	69120	115.20	3.43	3.66	280961
(Mustang)	31465	26708	116.10	1.33	1.41	113957
(T'Bird)	38873	9616	398.50	1.64	.51	124992
LINCOLN	29690	21712	133.17	1.26	1.15	97206
(Mark VI & VII)	9702	6339	148.51	.41	.34	26353
MERCURY	118354	78298	149.01	5.00	4.14	395041
(Zephyr)	-	8709	-	-	.46	13161
(Topaz)	18782	-	-	.79	-	36106
(Cougar)	26599	5049	515.53	1.12	.27	80388
(Capri)	5222	6132	84.15	.22	.32	22951
(Lynx)	16202	19143	84.30	.69	1.01	83679
LINC/MERC.DIV.	148044	100010	145.57	6.26	5.29	492247
FORD MOTOR CO.	448940	314927	140.71	18.98	16.67	1526979
BUICK	204360	168101	120.10	8.64	8.90	818256
(Skyhawk)	22176	15009	146.67	.94	.79	71501
(Skylark)	23000	22290	102.48	.97	1.18	100213
(Century)	43691	26164	165.56	1.85	1.39	146211
(Regal)	47444	50776	92.46	2.00	2.68	226966
(Riviera)	12978	10323	123.43	.55	.55	51123
CADILLAC	70077	61604	112.42	2.96	3.26	291552
(Cimarron)	4498	4494	99.51	.19	.24	19124
(Eldorado)	15931	14064	111.90	.67	.74	69487
(Seville)	8239	6371	128.11	.35	.34	32501
CHEVROLET	368832	260970	139.91	15.60	13.82	1310503
(Chevette)	46160	39476	116.29	1.95	2.10	176053
(Celebrity)	74389	28728	257.01	3.15	1.52	172350
(Cavalier)	78945	37400	209.84	3.35	1.98	249657
(Camaro)	44041	35104	123.33	1.86	1.86	175690
(Citation)	26042	26121	99.17	1.10	1.38	92126
(Corvette)	7144	3130	224.35	.30	.17	26037
(Monte Carlo)	33127	21141	156.18	1.40	1.12	102628
OLDSMOBILE	262516	198892	132.02	11.10	10.53	971229
(Omega)	10628	11147	94.86	.45	.59	49081
(Firenza)	12748	8500	148.46	.54	.45	43896
(Cutlass Ciera)	56567	31714	177.11	2.39	1.68	185756
(Cutlass)	87030	68213	127.74	3.68	3.61	319074
(Toronado)	9672	7813	119.84	.41	.41	39101
PONTIAC	157660	100698	156.53	6.67	5.33	536404
(1000)	6524	7790	82.63	.28	.41	33710
(2000 Sunbird)	25742	15388	165.73	1.09	.81	85435
(6000)	27799	15728	175.13	1.18	.83	89890
(Phoenix)	3277	7289	44.57	.14	.39	24619
(Bonneville)	17300	16275	104.60	.73	.86	81998
(Firebird)	22781	20549	109.18	.96	1.09	90859
(Fiero)	24651	-	-	1.04	-	18038
GEN. MTRS CORP.	1063445	790265	132.93	44.97	41.84	3927944
Misc. Domestic	60	250	24.00	-	.01	617
Other Import	566399	535516	104.81	23.95	28.35	2355288
U.S. TOTAL	2364869	1888868	123.79			8924186

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE		% '84 VS '83	% IND	
	1984		1984	1983		1984	1983
Dodge	36270	11.03	93769	52802	174.91	10.27	8.91
Plymouth	7487	2.28	17001	2136	789.70	1.86	.36
Ford	94386	28.72	265202	189053	137.57	29.04	31.90
Chevrolet	90239	27.47	254765	178041	139.98	27.89	30.06
G.M.C.	24200	7.36	68244	49923	133.19	7.47	8.43
IH	4368	1.33	11983	10001	117.64	1.31	1.69
Jeep Truck	10967	3.34	32023	15194	207.35	3.51	2.57
Mack/Midliner	1773	.54	4510	3248	138.79	.49	.55
Kenworth	1196	.36	3472	1348	256.38	.38	.23
Peterbilt	1072	.33	2805	1452	191.60	.31	.25
Daimler-Benz Corp.	1191	.36	3494	2401	145.52	.38	.41
Volvo White	1421	.43	2769	979	282.84	.30	.17
Western Star	40	.01	112	80	140.00	.01	.01
Miscellaneous	54050	16.44	153319	85653	176.65	16.78	14.46
U. S. Total	328710		913468	592311	151.39		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	61890	31879	-	-	-	-	-	-
(Dodge 1)	42180	19728	-	-	-	-	-	-
Plymouth *	16942	59	-	-	-	-	-	-
Ford	73284	181347	-	-	-	3188	5071	2312
(Ford 2)	70357	60659	-	-	-	-	-	-
Chevrolet	128116	114721	8885	-	52	1185	1710	96
(Chev 3)	87135	45879	-	-	-	-	-	-
G.M.C.	29547	31449	276	-	482	1274	2877	2339
(G.M.C 4)	18162	11075	-	-	-	-	-	-
I. H.	-	-	-	-	-	3347	3006	5630
Jeep Truck	26256	5767	-	-	-	-	-	-
(Jeep 5)	26256	4836	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	658	82	3770
Kenworth	-	-	-	-	-	-	-	3472
Peterbilt	-	-	-	-	-	-	-	2805
Daimler-Benz Corp.	-	-	-	-	-	325	148	3021
Volvo White	-	-	-	-	-	-	298	2471
Western Star	-	-	-	-	-	-	-	112
Miscellaneous	151466	1480	31	151	-	3	18	170
Total	487501	366702	9192	151	534	9980	13210	26198
1983 Total	309388	246213	1078	72	153	8886	11025	15496
1984 vs '83	154.97	145.62	852.32	209.72	349.02	110.51	118.29	167.58

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon
2 Includes Ranger, Bronco and Vans
3 Includes El Camino, Blazer, S10 and Vans

* Plymouth Includes Scamp Voyager, and Voyager FWD
4 Includes Vans, Jimmy, S15 and Caballero
5 Includes CJ's, Cherokee, Wagoneer and Scrambler

The Statistics for New York and Oklahoma-1984 are compiled from Manufacturer supplied Sales Records.

The 1983 vs 1984 Comparison exclude Oklahoma Data.

REGISTRATIONS FOR THE DISTRICT OF COLUMBIA ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	8684	.37	8449	.45
Dodge Colt Vista SW	1646	.07	-	-
Dodge Conquest	739	.03	-	-
Dodge Challenger	382	.02	3513	.19
Plymouth Colt	7720	.33	7353	.39
Plymouth Colt Vista SW	1473	.06	-	-
Plymouth Conquest	735	.03	-	-
Plymouth Sapporo	292	.01	2949	.16
Total Domestic Sponsored Imports	21731	.92	22264	1.18
OTHER IMPORTS				
Isuzu	5030	.21	4047	.21
Nissan	108679	4.60	121313	6.42
Honda	114324	4.83	87831	4.65
Mazda	37238	1.57	40395	2.14
Mercedes-Benz	20198	.85	16174	.86
Renault	3421	.14	6449	.34
Subaru	35433	1.50	33974	1.80
Toyota	114566	4.84	126496	6.70
Volkswagen	39298	1.66	33203	1.76
Volvo	24508	1.04	19504	1.03
Others	63704	2.69	46130	2.44
Total Other Imports	566399	23.95	535516	28.35
GRAND TOTAL ALL IMPORT CARS	588130	24.87	557780	29.53

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	-	-	1167	.20
Dodge RAM 50	9070	.99	6235	1.05
Ford Courier	-	-	7563	1.28
Plymouth Arrow	-	-	447	.08
Total Domestic Sponsored Imports	9070	.99	15412	2.60
OTHER IMPORTS				
Isuzu	6575	.72	4338	.73
Nissan	48275	5.28	25311	4.27
Mazda	27894	3.05	13675	2.31
Subaru	1362	.15	1589	.27
Toyota	59814	6.55	33208	5.61
Volkswagen	4590	.50	5233	.88
Others	3824	.42	1984	.33
Total Other Import Trucks	152334	16.68	85338	14.41
GRAND TOTAL ALL IMPORT TRUCKS	161404	17.67	100750	17.01

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	43084	4.72	37820	6.39
DODGE RAMPAGE	2133	.23	2822	.48
FORD RANGER	49351	5.40	36011	6.08
GMC S15	9437	1.03	8243	1.39

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1974	8701094	2656918
*1975	8201840	2307417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10358695	3472209
*1980	8780937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8024186	2878556

TOTALS INCLUDE ALASKA & HAWAII
OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R.1-84

MARCH 1984 ISSUED 05/84

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APRIL
1984

pocket summary

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R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	APRIL		% '84 VS '83	% IND	
	1984	1983		1984	1983
AMC	13847	16623	82.74	1.65	2.28
(Alliance)	6980	11422	60.68	.83	1.57
(Encore)	5250	-	-	.63	-
(Eagle)	1617	2563	62.82	.19	.35
CHRYSLER	24595	24017	101.17	2.94	3.30
(Laser)	4399	-	-	.53	-
(Le Baron)	7682	7574	100.87	.92	1.04
(E/NY/S AY/NPT)	12491	14587	84.49	1.49	2.01
DODGE	32039	31617	100.86	3.83	4.33
(Daytona)	4079	-	-	.49	-
(Colt/Vista)	2499	2858	87.05	.30	.39
(Conq/Challenger)	349	1420	24.44	.04	.19
(Omni)	9818	7357	132.83	1.17	1.01
(Aries)	8210	11103	73.68	.98	1.52
(Diplomat)	2355	2402	97.21	.28	.33
(Dodge 400/800)	4729	5904	79.67	.57	.81
PLYMOUTH	25643	28529	88.12	3.06	3.92
(Colt/Vista)	2240	2473	89.97	.27	.34
(Conq/Sapporo)	277	1145	24.10	.03	.16
(Horizon)	10372	7196	141.41	1.24	.99
(Reliant)	11241	16277	68.10	1.34	2.23
(Gran Fury)	1513	1438	95.83	.18	.20
CHRYSLER CORP.	82277	84163	96.63	9.83	11.55
FORD	109862	78665	138.19	13.13	10.80
(Escort)	30990	30887	99.88	3.70	4.24
(Fairmont)	-	5236	-	-	.72
(Tempo)	21040	-	-	2.51	-
(LTD)	33079	22801	142.88	3.96	3.13
(Mustang)	11147	9984	110.18	1.33	1.37
(T'Bird)	13606	9757	137.39	1.63	1.34
LINCOLN	11410	8192	135.74	1.36	1.12
(Mark VI & VII)	2420	2383	99.62	.29	.32
MERCURY	43063	30253	140.62	5.15	4.16
(Zephyr)	-	1577	-	-	.22
(Topaz)	5889	-	-	.70	-
(Cougar)	9838	5490	176.67	1.18	.75
(Capri)	1473	1709	85.49	.18	.23
(Lynx)	5324	7341	72.35	.64	1.02
LINC/MERC. DIV.	54473	38445	139.58	6.51	5.28
FORD MOTOR CO.	164335	117110	138.64	19.64	16.08
BUICK	77603	67530	113.68	9.27	9.27
(Skyhawk)	10381	6883	149.75	1.24	.94
(Skylark)	8940	8769	101.21	1.07	1.20
(Century)	18639	10195	181.51	2.23	1.40
(Regal)	15318	19756	76.73	1.83	2.72
(Riviera)	4468	3759	116.92	.53	.52
CADILLAC	26020	24087	106.41	3.11	3.31
(Cimarron)	1428	1753	80.78	.17	.24
(Eldorado)	5561	5380	101.84	.66	.74
(Seville)	2918	2452	117.70	.35	.34
CHEVROLET	136829	108214	125.31	16.37	14.85
(Chevette)	15811	15836	99.34	1.89	2.17
(Celebrity)	27924	11614	238.86	3.34	1.59
(Cavalier)	31258	18843	164.77	3.75	2.59
(Camaro)	16385	14809	109.09	1.96	2.03
(Citation)	9323	8863	104.87	1.11	1.22
(Corvette)	2417	1944	122.48	.29	.27
(Monte Carlo)	11787	7855	147.86	1.41	1.08
OLDSMOBILE	95362	81620	115.16	11.40	11.21
(Omega)	4097	4911	82.75	.49	.67
(Firenza)	4635	3934	114.85	.55	.55
(Cutlass Ciera)	22516	12621	177.14	2.69	1.73
(Cutlass)	31128	27673	110.99	3.73	3.81
(Toronado)	3166	3199	95.59	.38	.44
PONTIAC	58237	40117	143.10	6.96	5.51
(1000)	2239	2749	80.25	.27	.38
(2000 Sunbird)	9984	7301	135.15	1.19	1.00
(6000)	10549	6369	163.12	1.26	.87
(Phoenix)	1083	2296	46.47	.13	.32
(Bonneville)	5809	6407	89.61	.69	.88
(Firebird)	8421	7666	108.45	1.01	1.05
(Fiero)	9102	-	-	1.09	-
GEN. MTRS CORP	394051	321568	121.09	47.11	44.15
Misc. Domestic	18	52	34.62	-	.01
Other Import	182183	188893	95.57	21.77	25.93
U.S TOTAL	836717	728409	113.59		

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UNITED STATES SUMMARY
APRIL 1984 ISSUED 06/84

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% IND		YEAR END 1983
	1984	1983		1984	1983	
A.M.C.	60819	66026	91.58	1.90	2.52	190797
(Alliance)	30772	44703	68.41	.97	1.70	126078
(Encore)	22571	-	-	.70	-	15757
(Eagle)	7476	10956	68.02	.23	.42	30570
CHRYSLER	93069	75569	121.42	2.91	2.89	254175
(Laser)	16404	-	-	.51	-	9518
(Le Baron)	28387	24783	113.22	.89	.95	79464
(E/NY/5 AV/NPT)	48114	44889	105.55	1.50	1.71	153508
DODGE	125098	109161	113.88	3.91	4.17	362192
(Daytona)	14048	-	-	.44	-	7412
(Colt/Vista)	12829	11307	112.94	.40	.43	40527
(Conq/Challenger)	1530	4933	30.75	.05	.19	14032
(Omni)	37071	23586	156.13	1.16	.90	94960
(Aries)	35982	39752	90.08	1.12	1.52	117988
(Diplomat)	5785	7876	72.59	.18	.30	20857
(Dodge 400/600)	17853	19845	89.47	.56	.76	61981
PLYMOUTH	103163	97940	104.00	3.22	3.74	306194
(Colt/Vista)	11433	9826	115.75	.36	.38	35647
(Conq/Sapporo)	1304	4394	31.73	.04	.16	11863
(Horizon)	39565	23480	166.33	1.24	.90	91866
(Reliant)	46527	54683	84.07	1.44	2.08	154679
(Gran Fury)	4334	5857	70.96	.14	.22	12139
CHRYSLER CORP	321330	282670	112.47	10.04	10.80	922561
FORD	410758	293582	138.38	12.83	11.22	1034732
(Escort)	118684	111401	106.00	3.71	4.26	343893
(Fairmont)	-	34193	-	-	1.31	46869
(Tempo)	82874	2	-	2.59	-	124060
(LTD)	114109	91921	122.07	3.56	3.51	280961
(Mustang)	42612	36692	114.49	1.33	1.40	113957
(T'Bird)	52479	19313	267.00	1.64	.74	124992
LINCOLN	41100	29904	133.88	1.28	1.14	97206
(Mark VI & VII)	12122	8722	135.15	.37	.33	26353
MERCURY	161417	108551	146.67	5.05	4.15	395041
(Zephyr)	-	10286	-	-	.39	13361
(Topaz)	24671	-	-	.77	-	36106
(Cougar)	36437	10539	339.01	1.15	.40	80388
(Capri)	6695	7841	84.44	.21	.30	22951
(Lynx)	21526	26484	80.98	.67	1.02	83679
LTSC/MERC. DIV.	202517	138455	143.91	6.33	5.29	492247
FORD MOTOR CO.	613275	432037	140.15	19.16	16.51	1526979
BUICK	281963	235631	118.26	8.81	9.00	811256
(Skyhawk)	32857	21892	147.64	1.02	.84	71501
(Skylark)	31940	31059	102.12	1.00	1.19	100213
(Century)	62330	36359	170.03	1.95	1.39	146211
(Regal)	62762	70532	88.06	1.96	2.68	226956
(Riviera)	17446	14082	121.69	.54	.54	51123
CADILLAC	96097	85691	110.73	3.00	3.27	291552
(Cimarron)	5926	6247	94.25	.19	.24	19124
(Eldorado)	21492	19444	109.12	.66	.73	69487
(Seville)	11157	8823	125.22	.35	.34	32501
CHEVROLET	503661	369184	135.63	15.79	14.11	1310503
(Chevette)	61971	55312	111.44	1.94	2.11	176053
(Celebrity)	102313	40342	251.78	3.20	1.54	172350
(Cavalier)	110203	56243	194.74	3.43	2.16	249697
(Camaro)	60426	49993	119.11	1.89	1.91	175690
(Citation)	35365	34984	100.62	1.10	1.34	92126
(Corvette)	9561	5074	185.32	.30	.19	26037
(Monte Carlo)	44914	29006	152.47	1.40	1.11	102628
OLDSMOBILE	357878	280512	125.69	11.18	10.72	971229
(Omega)	14725	16058	91.16	.46	.61	49081
(Firenza)	17383	12494	137.71	.54	.48	43896
(Cutlass Ciera)	79083	44335	177.12	2.47	1.69	185756
(Cutlass)	118158	95886	121.48	3.70	3.67	319074
(Toronado)	12858	11012	112.80	.40	.42	39101
PONTIAC	215897	140815	151.27	6.74	5.38	536404
(1000)	8763	10539	82.01	.27	.40	33710
(2000 Sunbird)	35726	22689	155.89	1.12	.87	85435
(6000)	38348	22097	171.67	1.20	.84	89890
(Phoenix)	4360	9585	45.03	.14	.37	24619
(Bonneville)	23109	22682	100.36	.72	.87	91998
(Firebird)	31202	28215	108.98	.97	1.07	90859
(Fiero)	33753	-	-	1.05	-	18038
GEN. MTRS CORP	1457496	1111833	129.50	45.52	42.48	3927944
Misc. Domestic	18	302	25.83	.00	.01	617
Other Import	748588	724409	102.40	23.38	27.68	2355288
U S TOTAL	3201586	2617277	120.95			8924186

(Menu Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	APRIL	% IND	YEAR TO DATE		% '84 VS '83	% IND	
	1984		1984	1983		1984	1983
Dodge	35039	10.44	128808	76498	165.96	10.31	9.15
Plymouth	7287	2.17	24288	3007	881.93	1.94	.36
Ford	98652	29.39	363854	266289	134.00	29.13	31.85
Chevrolet	91826	27.36	346591	252000	134.55	27.75	30.14
G.M.C.	24960	7.44	93204	71181	127.63	7.46	8.51
IH	5122	1.53	17105	13759	181.89	1.37	1.65
Jeep Truck	11186	3.33	43209	20648	205.79	3.46	2.47
Mack/Midliner	1832	.55	6342	4608	137.59	.51	.55
Kenworth	1115	.33	4587	2038	223.95	.37	.24
Peterbilt	984	.29	3789	2104	178.99	.30	.25
Daimler-Benz Corp.	1659	.49	5153	3670	140.41	.41	.44
Volvo White	688	.20	3457	1394	247.78	.28	.17
Western Star	37	.01	149	95	156.84	.01	.01
Miscellaneous	55277	16.47	208536	118818	175.40	16.70	14.21
U. S. Total	335664		1249132	836109	148.69		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	85498	43310	-	-	-	-	-	-
(Dodge 1)	59446	26909	-	-	-	-	-	-
Plymouth *	24211	77	-	-	-	-	-	-
Ford	100825	248385	-	-	-	4082	7295	3267
(Ford 2)	97532	82291	-	-	-	-	-	-
Chevrolet	174643	155705	12132	-	79	1547	2342	143
(Chev 3)	119061	61935	-	-	-	-	-	-
G.M.C.	40424	42862	389	-	649	1668	3950	3262
(G.M.C 4)	24859	15393	-	-	-	-	-	-
I.H.	-	-	-	-	-	4764	4174	8167
Jeep Truck	35837	7372	-	-	-	-	-	-
(Jeep 5)	35837	6122	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1021	126	5195
Kenworth	-	-	-	-	-	-	-	4587
Peterbilt	-	-	-	-	-	-	-	3789
Daimler-Benz Corp.	-	-	-	-	-	441	202	4510
Volvo White	-	-	-	-	-	-	405	3052
Western Star	-	-	-	-	-	-	-	149
Miscellaneous	205846	2189	52	193	-	12	28	276
Total	667284	499900	12573	193	728	13535	18522	36397
1983 Total	437953	346648	2153	91	182	11745	14817	22520
1984 vs '83	149.93	141.00	583.65	212.09	400.00	113.31	123.35	160.20

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon

2 Includes Ranger, Bronco and Vans

3 Includes El Camino, Blazer, S10 and Vans

* Plymouth Includes Scamp, Voyager, and Voyager PLG

4 Includes Vans, Jimmy, SIS and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

The Statistics for New York and Oklahoma-1984 are compiled from Manufacturer supplied Sales Records.

The 1983 vs 1984 Comparison exclude Oklahoma Data

REGISTRATIONS FOR THE STATE OF UTAH ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	10781	.34	11307	.43
Dodge Colt Vista SW	2048	.06	-	-
Dodge Conquest	1096	.03	-	-
Dodge Challenger	434	.01	4933	.19
Plymouth Colt	9585	.30	9826	.38
Plymouth Colt Vista SW	1848	.06	-	-
Plymouth Conquest	975	.03	-	-
Plymouth Sapporo	329	.01	4094	.16
Total Domestic Sponsored Imports	27096	.85	30160	1.15
OTHER IMPORTS				
Isuzu	6360	.20	5228	.20
Nissan	142688	4.46	165183	6.31
Honda	154579	4.83	117019	4.47
Mazda	49790	1.56	55885	2.14
Mercedes-Benz	26833	.84	22011	.84
Renault	4405	.14	9091	.35
Subaru	45475	1.42	45847	1.75
Toyota	144906	4.53	169198	6.46
Volkswagen	53030	1.66	44221	1.69
Volvo	33596	1.05	27368	1.05
Others	86806	2.71	63358	2.42
Total Other Imports	748588	23.38	724409	27.68
GRAND TOTAL ALL IMPORT CARS	775684	24.23	754569	28.83

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-14,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	-	-	1463	.17
Dodge RAM 50	12338	.99	8254	.99
Ford Courier	-	-	8136	.97
Plymouth Arrow	-	-	572	.07
Total Domestic Sponsored Imports	12338	.99	18425	2.20
OTHER IMPORTS				
Isuzu	9207	.74	5909	.71
Nissan	65488	5.24	35204	4.21
Mazda	37783	3.03	19807	2.35
Subaru	1755	.14	2042	.24
Toyota	81444	6.52	46138	5.52
Volkswagen	5234	.50	6783	.81
Others	5146	.41	2715	.32
Total Other Import Trucks	207067	16.58	118398	14.16
GRAND TOTAL ALL IMPORT TRUCKS	219405	17.56	136823	16.36

NEW DOMESTIC LIGHT TRUCKS
(0-8,000 LBS)

CHEVROLET S10	59519	4.76	53581	6.41
DODGE RAMPAGE	3158	.25	3878	.46
FORD RANGER	69238	5.54	51873	6.20
GMC S15	13063	1.05	11792	1.41

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

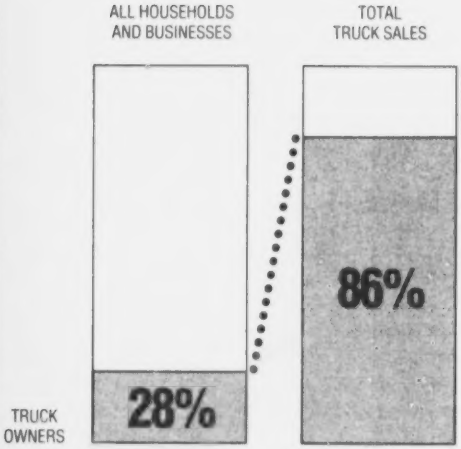
YEAR	CARS	TRUCKS
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8780937	2476777
*1981	8443819	2185489
*1982	7754342	2430471
*1983	8924186	2976556

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 1-84

APRIL 1984 ISSUED 06/84

6/84

CUT STRAIGHT TO THE HEART OF THE NEW TRUCK MARKET...



...the 28% of all households and businesses who buy 86% of the trucks

Only POLK AUTOMOTIVE MAIL can do it

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